

LISTING OF THE CLAIMS:

This listing of claims below will replace all prior versions and listings of claims in the present application.

Claims 1-10 (Cancelled)

11. (Currently amended) A system for researching advertising effect of a program or commercial message by issuing and collecting a shopping coupon, comprising:

a broadcasting ~~or transmitting~~ unit for broadcasting ~~or transmitting~~ the program or commercial message;

a service center for managing number of issuances of coupons for the program or commercial message; and

a receiver for receiving the program or commercial message via a ~~network~~; network,
wherein:

(I) ~~wherein~~ the broadcasting ~~or transmitting~~ unit comprises:

(1) coupon information broadcasting/~~transmitting~~ means for broadcasting ~~or transmitting~~ coupon information, which includes a coupon identifier of the shopping coupon and is received from the service center, for use in requesting issuance of a shopping coupon together with the program or commercial message;

(2) coupon issuance number receiving means for receiving number of issuances of the shopping coupon from the service center; and

(3) broadcasting/~~transmitting~~ management means for determining a fee necessary for the broadcasting ~~or transmitting~~ of the program or commercial

message, on the basis of the number of issuances of the shopping coupon and number of uses of the shopping coupon, wherein a provider of the program or commercial message is required to pay the fee, the broadcasting/~~transmitting~~ management means making the fee higher as the number of issuances of the shopping coupon increases and making the fee higher as the number of uses of the shopping coupons increases;

(II) ~~wherein~~ the service center comprises:

(a) coupon managing means for managing the shopping coupon including the coupon identifier;

(b) coupon information sending means for generating the coupon information attached with the coupon identifier managed in the coupon managing means and sending the generated coupon information to the coupon information broadcasting/~~transmitting~~ means;

(c) request receiving means for receiving a shopping coupon issuance request including information on the program or commercial message including a name of the program or commercial message and date, time and a channel via which the program or commercial message is broadcasted/~~transmitted~~ and the identifier of the shopping coupon from the receiver via a network;

(d) coupon transmitting means for, in response to the shopping coupon issuance request, selecting the shopping coupon corresponding to the coupon identifier included in the shopping coupon issuance request from the shopping coupon managed in the coupon managing means and transmitting the selected shopping coupon to the receiver via the network;

(e) history storing means for storing a history including the identifier of the shopping coupon and the information on the program or commercial message ~~based on~~ included in the shopping coupon issuance request and date and time when the shopping coupon is transmitted when the coupon transmitting means transmits the shopping coupon to the receiver;

(f) used coupon receiving means for receiving a used coupon from a store terminal, the used coupon including date and time when the coupon is used;

(g) history updating means for adding the date and time when the coupon is used to the stored history in accordance with the received used coupon;
and

[[f)] (h) calculating means for calculating the number of issuances of the shopping coupon and the number of uses of the shopping coupon for the program or commercial message based on the history; and

(III) ~~wherein~~ the receiver of the program or commercial message comprises:

(i) means for receiving an electronic program guide;

(ii) information attaching means for generating the shopping coupon issuance request including the coupon identifier based on the coupon information, obtaining the information on the program or commercial message by referring to the electronic program guide, and attaching the obtained information on the program or commercial message to the shopping coupon issuance request, when transmitting the shopping coupon issuance request; and

[[~~(ii)~~]] (iii) coupon requesting means for transmitting the shopping coupon issuance request with the attached information on the program or commercial message to the service center via the network.

Claims 12-14 (Cancelled)

15. (Currently amended) A system for researching advertising effect of a program or commercial message by issuing and collecting a shopping coupon, comprising:

a broadcasting ~~or transmitting~~ unit for broadcasting ~~or transmitting~~ the program or commercial message; and

a receiver for receiving the program or commercial ~~message~~; message, wherein:

(I) ~~wherein~~ the broadcasting ~~or transmitting~~ unit comprises:

(1) coupon information broadcasting/~~transmitting~~ means for broadcasting ~~or transmitting~~ coupon information, including a coupon identifier of the shopping coupon for use in requesting an issuance of the shopping coupon together with the program or commercial message;

(2) coupon managing means for managing the shopping coupon including the coupon identifier:

(3) coupon information generating means for generating the coupon information by attaching the coupon identifier managed in the coupon managing means;

(4) request receiving means for receiving a request for issuance of the shopping coupon of the program or commercial message via a network, the

shopping coupon issuance request including information on the program or commercial message including a name of the program or commercial message and date, time and a channel via which the program or commercial message is broadcasted/~~transmitted~~ and the coupon identifier of the shopping coupon;

(5) coupon transmitting means for, in response to the shopping coupon issuance request, selecting the shopping coupon corresponding to the coupon identifier including in the shopping coupon issuance request from the shopping coupon managed in the coupon managing means and transmitting the selected shopping coupon to the receiver via the network;

(6) history storing means for storing a history including the identifier of the shopping coupon and information on the program or commercial message ~~based on~~ included in the shopping coupon issuance request and date and time when the shopping coupon is issued when the coupon transmitting means transmits the shopping coupon to the receiver;

(7) coupon use status receiving means for receiving a coupon use status indicating that the shopping coupon has been used and including date and time when the shopping coupon is used, from a coupon affiliated store terminal managing the used coupon;

(8) history updating means for adding the date and time when the shopping coupon is used to the stored history in accordance with the received coupon use status;

(9) coupon issuance and use number analyzing means for calculating the number of issuances of the shopping coupon and the number of uses of the

shopping coupon for the program or commercial message based on the history;
and

[[(8)] (10) ~~broadcasting/transmitting~~ management means for determining a fee necessary for broadcasting ~~or transmitting~~ the program or commercial message, on the basis of number of issuances of the shopping coupon and number of uses of the shopping coupon, wherein a provider of the program or commercial message is required to pay the fee, the ~~broadcasting/transmitting~~ management means making the fee higher as the number of issuances of the shopping coupon increases and making the fee higher as the number of uses of the shopping coupon increases; and

(II) ~~wherein~~ the receiver of the program or commercial message comprises:

(i) means for receiving an electronic program guide; and

(ii) request generating means for generating the coupon issuance request including the identifier of the shopping coupon included in the coupon information;

[[(ii)] (iii) information attaching means for obtaining the information on the program or commercial message by referring to the electronic program guide, and attaching the obtained information on the program or commercial message to the shopping coupon issuance request, when transmitting the shopping coupon issuance request; and

[[(iii)] (iv) transmitting means for transmitting the shopping coupon issuance request with the attached information on the program or commercial message to the broadcasting ~~or transmitting~~ unit via the network.

Claims 16-30 (Cancelled)

31. (Currently amended) The system in accordance with claim ~~[[13]]~~ 11, wherein:
the shopping coupon issuance request is attached with audience information, including gender and age zone,
the used shopping coupon received from the store terminal is attached with date and time when the shopping coupon is used, and
~~the history storing means is configured for storing date and time when the shopping coupon was issued and when the shopping coupon is transmitted,~~
the calculating means of the service center is configured for calculating the number of issuances of the shopping coupon and the number of uses of the shopping coupon for each coupon obtained for each program or commercial message and for each gender and each age zone based on the information on the program or commercial message, the information on the audience, the date and time when the coupon was issued.

Claims 32 and 33 (Cancelled)

34. (Currently amended) The system in accordance with claim 11, wherein the coupon information broadcasting/~~transmitting~~ means includes a transmitter, and the transmitter is configured to broadcast the coupon information until the number of issuances of the shopping coupon reaches a predetermined number.

35. (Currently amended) The system in accordance with claim 11, wherein:
the history storing means is configured for storing for each coupon audience information included in the coupon issuance request ~~and the date and time when the coupon is issued~~, and
the calculating means is configured for calculating the number of the issuances of the shopping coupon for time zone of the program or the commercial message and calculating the number of issuances of the shopping coupon for gender and age range for the program or commercial message on the basis of the information on the program or the commercial message, and the audience information and the date and time when the coupon is issued, which are stored in the history storing means.

36. (Cancelled)

37. (Currently amended) The system in accordance with claim ~~[[13]]~~ 11, wherein the coupon information broadcasting/transmitting means includes a transmitter, and the transmitter is configured to broadcast the coupon information until the number of uses of the shopping coupon reaches a predetermined number.

38. (Currently amended) The system in accordance with claim ~~[[13]]~~ 11, wherein:
the history storing means is configured for storing audience information included in the coupon issuance request ~~and the date and time when the coupon is issued~~, and
the calculating means is configured for calculating the number of the use of the shopping coupon for time zone in the program or the commercial message and calculating the number of uses of the shopping coupon for gender and age range for the program or commercial message

on the basis of the information on the program or the commercial message, and the audience information and the date and time when the coupon is issued, which are stored in the history storing means.

39. (Cancelled)

40. (New) The system in accordance with claim 15, wherein:

the shopping coupon issuance request is attached with audience information, including gender and age zone,

the used shopping coupon received from the store terminal is attached with date and time when the shopping coupon is used, and

the coupon issuance and use number analyzing means of the broadcasting unit is configured for calculating the number of issuances of the shopping coupon and the number of uses of the shopping coupon for each coupon obtained for each program or commercial message and for each gender and each age zone based on the information on the program or commercial message, the information on the audience, the date and time when the coupon was issued.

41. (New) The system in accordance with claim 15, wherein the coupon information broadcasting means includes a transmitter, and the transmitter is configured to broadcast the coupon information until the number of issuances of the shopping coupon reaches a predetermined number.

42. (New) The system in accordance with claim 15, wherein:

the history storing means is configured for storing for each coupon audience information included in the coupon issuance request, and

the coupon issuance and use number analyzing means is configured for calculating the number of the issuances of the shopping coupon for time zone of the program or the commercial message and calculating the number of issuances of the shopping coupon for gender and age range for the program or commercial message on the basis of the information on the program or the commercial message, and the audience information and the date and time when the coupon is issued, which are stored in the history storing means.

43. (New) The system in accordance with claim 15, wherein the coupon information broadcasting means includes a transmitter, and the transmitter is configured to broadcast the coupon information until the number of uses of the shopping coupon reaches a predetermined number.

44. (New) The system in accordance with claim 15, wherein:

the history storing means is configured for storing audience information included in the coupon issuance request, and

the coupon issuance and use number analyzing means is configured for calculating the number of the use of the shopping coupon for time zone in the program or the commercial message and calculating the number of uses of the shopping coupon for gender and age range for the program or commercial message on the basis of the information on the program or the

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commercial message, and the audience information and the date and time when the coupon is issued, which are stored in the history storing means.